



MINUTES OF MEETING

COMMITTEE: Oneida County Fair Planning Team

PLACE: UW-Extension Conference Room, Lower Level, Airport Terminal
3375 Airport Road, Rhinelander, WI 54501

DATE: December 2, 2014

TIME: 5:30 pm

Committee Members Present: Jim Intrepidi, Nancy Gehrig, Eric Britton, Tom Peterson, Jim Perlberg, Jean Platek, Terri Angell, Theresa Seabloom,

Excused: Leroy Eades, Kathy Silbernagel

Absent:

Others Present: Lynn Feldman, Tim Brown, Tom Swearingen, Brian Gehrig, Dick Garrow, Nathan Neiber

MINUTES:

1. **Call to Order and President's Announcements:** The meeting was called to order at 5:30 pm by Jim Intrepidi, President. The meeting was properly noticed and the facility is handicap accessible. Intrepidi reported no announcements but a reminder to Treasurer Angell he will need the financial report for the next Oneida County Board meeting.
2. **Approve Agenda for Today's Meeting:** The agenda was approved by Perlberg, seconded by Peterson. Motion carried.
3. **Approve Minutes of November 3, 2014:** A motion was made by Nancy Gehrig to approve the minutes of November 3, seconded by Perlberg. Motion carried.
4. **Financial Update:** Treasurer Angell completed the state report to be sent in this month and reported the total intake of \$75,912.50, total dispensed is \$67,401.77, leaving a balance of \$8,510.73 to the good. This year we were charged \$1,000 to print the Fair booklet and we will apply the \$1,000 Room Tax credit we received this year to cover that. Nancy Gehrig reported the results of contacting the Rhinelander Chamber of Commerce regarding the much higher bill this time for the Fair's ad in their magazine. They agreed to lower the cost from \$525.00 to \$315.00.
5. **Approve Contracts:** We will use Casady's Critters again in 2015. The contract requires a deposit of \$150 upfront and the remaining \$450 to be paid at the time of the Fair. Perlberg made a motion to approve the bill and pay the \$150 deposit in January 2015 to seal the contract, seconded by Platek. Motion carried.
6. **Approve Expenses:** None to report.
7. **Board Member Vacancies:** Gehrig introduced the two new persons who showed up for the meeting: Dick Garrow and Nathan Neiber. They both are very interested in becoming members of the Fair Board and were given applications to fill out. They were handed in at the end of the meeting to have the background checks carried out, hopefully by the next meeting in January.
8. **Fair Convention in WI Dells on Jan 4-7, 2015:** It was agreed and approved at the November Fair meeting to send a team to attend this convention. Gehrig, Eades and Seabloom will attend, with the intent to connect with whatever carnival is out there to hire for 2016 so we can replace our present one when the contract is up. The registration is \$50 each, and the suite will run about \$400 for the two nights.

9 Result of Strategic Planning Meeting for Fair Support: Lynn Feldman reported on the results of the Strategic Planning Meeting held on November 18 at 6:00 pm at the Quality Inn that was highly advertised via media, TV, newspapers and personal invitation. More than 40 people showed up from various aspects of the community. Even Bob Williams, Coordinator with the WI Dept of Agriculture, Trade and Consumer Protection, showed up and surprised us. With Feldman's direction and leadership, groups were formed and sessions held to discuss input of needs, wishes, and ideas from the community that focus on a vision for the sustainability of the Fair. This resulted in a list of Four Themes that involve Finance, Infrastructure, Volunteerism, and All-inclusive Community Involvement. The end result gave us a "Five Strategic Steps For a Five-Year Plan" with a recommendation to put into action as we acquire individual commitments to head these up by Board members. The Five Steps are:

- Identify sites and new property to build on
- Capital campaign for infrastructure
- Major sponsorships
- Involve community organizations from the entire County
- Increase number of fair committee members

We came away with some signatures of interest, with a need for more. This meeting also encouraged some people from the community to join and/or attend the Fair Board meetings. It was highly evident that the community wants the Fair to succeed and continue, and hopefully, grow and play a major roll in the County. The primary step now is to keep the momentum alive by follow-up with communication and commitment, to form committees with leadership. Angell made a motion, seconded by Gehrig, to table this until January and then acquire committee members to chair these steps. Motion carried. The results of the Strategic Planning Meeting report can be received upon request.

10. Activities for 2015 Fair: Kayak racing was suggested – using the River alongside the Park, but was discouraged due to liability issues. It was suggested we have helicopter rides, using the old hospital parking lot as launching pad. Also suggested is the idea of pet care demonstrations (resuscitation, etc), perhaps under sponsorship/help from the new management of Petco. We were encouraged to keep thinking of ideas and bring them to the January meeting

11 Correspondence (specifically addressed to Committee): Seabloom read a copy of the e-mail sent by a fair goer via the Fair's Google e-mail site. He offered his comments and input – basically saying the music entertainment didn't offer much for his interest, and was highly critical of the carnival rides.

12 Public Comment (3-minute limit): None.

13 Items of Discussion to be Included on Next Agenda: Update on Fair Finances; Appoint Vice President; New Members Applications; Report on Fair Convention at the Dells; Activity Ideas for 2015 Fair; Fair Committee Areas and Leaders; Strategic Plan Committee Assignments; and other items to be provided at the next meeting.

14 Date of Future Meeting: The next fair meeting will be at 5:30 pm on Tuesday, January 13, 2014 at the UW-Extension conference room in the airport lower level. The switch this time was due to the conflict with attendance at the Fair Convention by board members.

15. Adjournment: A motion was made by Perlberg, seconded by Britton, to adjourn the meeting. Motion carried. The meeting was adjourned at 7:15 pm.

Respectfully submitted by,
Theresa Seabloom, Secretary